

local politicians began to frequent the tavern. The distinctive Queen Anne style structure features finely detailed turrets with conical roofs at two of its corners.

21 Humboldt Park, bounded by S. Logan, S. Pine, E. Montana, S. Howell and E. Oklahoma Ave. This quiet retreat in the midst of a bustling neighborhood was one of the city's original five parks. The first 46 acres were purchased in 1890. The park was enlarged by 27.5 acres in 1919. Renowned German scientist and naturalist Baron Friedrich Von Humboldt was the source of the park's name. Two original features of the park are the man-made lagoon and the lily pond. The chalet (1977) provides a stage for summer concerts and a handsome, 20-foot granite pergola commemorates Bay View soldiers who died in World War I.

22 Bay View High School, 2751 S. Lenox (1917-1922) Architect: Van Ryn & DeGelleke; addition (1974-75) Brust-Zimmerman. Bay View's first high school was established in 1914, but construction of a new building was delayed due to war-time and post-war materials shortages. The Elizabethan-style building, nicknamed the "castle," beautifully contrasts the russet colored brick with stone trim. Fanciful grotesque heads peek out from the belt course above the fourth story.

23 Kinnickinnic Avenue, Kinnickinnic Ave. follows the crooked course of an old Indian trail. The name refers to the bark of a tree that grew in the area which the Indians smoked in their pipes. Commercial districts developed in two clusters in the 2600 block and the 2200 block, both important transfer points on the streetcar system. The buildings exemplify a broad range of styles from the simple Italianate false front building at 2664-68 S. Kinnickinnic to the distinctive red sandstone-veneered building of Classical Revival design at 2329-31 S. Kinnickinnic, built as an office and rental apartments by Dr. C. W. Graham in 1900.

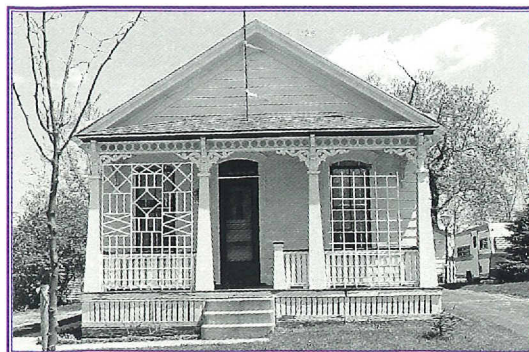
24 St. Lucas Evangelical Lutheran Church (Wisconsin Synod), 2605 S. Kinnickinnic Ave. (1888) Architect: H. Paul Schnetzky; Parsonage, 2611 S. Kinnickinnic Ave. (1966); St. Lucas School, 648 E. Dover St. (1961-62) Valliere & Schiefe. Bay View's German residents settled in the area around Kinnickinnic Avenue and established St. Lucas Congregation in 1872. The congregation purchased the present site in 1879 and moved their little frame church here from its original site at Kinnickinnic and S. Logan Avenues. The present Victorian Gothic style church was built in 1888 at a cost of \$16,000. The prominent 145-foot-high central steeple, reminiscent of German church designs, is a prominent visual landmark in Bay View.

25 Lake Lodge Masonic Hall, 2535 S. Kinnickinnic Ave. (1906) Architect: Charles L. Lesser. Chartered in 1873, Lake Lodge No. 89, F. and A.M. is Bay View's oldest fraternal organization, originally organized by area businessmen and Rolling Mill employees. The group met at Puddlers' Hall, then the Kuehnel Building (2234-36 S. Kinnickinnic) before constructing this Classical Revival style hall in 1906 at a cost of \$18,000. The dark vouissors over the windows contrast strikingly against the yellow brick of this simple but monumental building. The Masons moved to a new lodge in the early 1960s.

26 Avalon Theater, 2473 S. Kinnickinnic Ave. (1925-29) Architect: Russell Barr Williamson. HPC. The Avalon, named after a popular Al Jolson/Vincent Rose song, was Milwaukee's first theater designed and built exclusively for talking and sound motion pictures. With its Mediterranean style, courtyard-like auditorium, the Avalon was one of only five "atmospheric" theaters built in Milwaukee and is now the only one still operating. The theater was built in the front yard of the still extant Italianate-style residence that Bay View pioneer Joseph Williams built about 1865 at 606-10 E. Homer St.



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Above: George Edmunds House, 2550 South Shore Drive.
(Courtesy of Department of City Development)

Front cover: Birdseye view of Bay View and the Rolling Mill, 1907.
(Courtesy of Milwaukee County Historical Society)

Inside: J.C. Bullock House, 2577 South Superior Street.
(photographer Paul Jakubovich)

Brochures in this series include:

Avenues West

Juneautown: The Heart of Old Milwaukee

Juneautown: Preservation, Revitalization and Adaptive Reuse

Kilbourntown

North Point Neighborhood

Walker's Point: Residential Tour

Walker's Point: Commercial and Industrial Buildings Tour

West End

Yankee Hill

Key to symbols:

NR National Register of Historic Places

ML Milwaukee Landmark

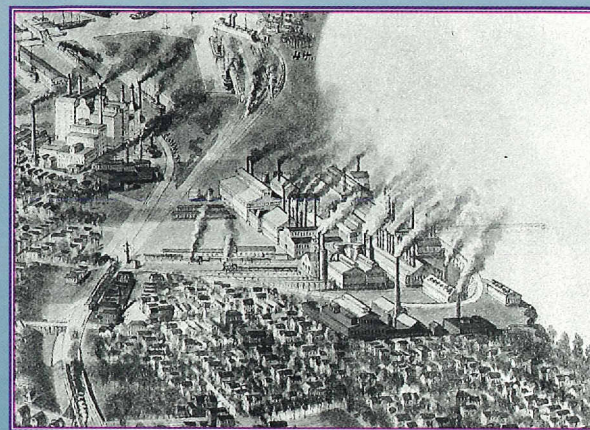
HPC Designated by the Historic Preservation Commission of Milwaukee, successor to the Milwaukee Landmarks Commission

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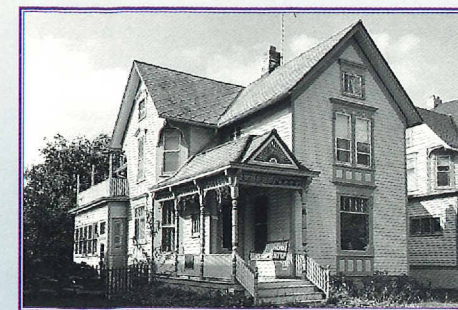


Milwaukee Historic Buildings Tour

Bay View



A self-guided
driving tour of
historic
buildings in the
Bay View
neighborhood



Bay View Tour

A village within the city is how the Bay View neighborhood has frequently been described. This community historically encompassed the area between Lincoln Avenue, Oklahoma Avenue, the Kinnickinnic River and Lake Michigan, but today all of the area east of the Kinnickinnic River and south to St. Francis is generally considered to be "Bay View" by area residents. Bay View was one of Milwaukee's pioneer communities and attracted settlers both for its fertile land and for the promising commercial prospects of its location at the mouth of the Kinnickinnic River. Bay View's aspirations to share in burgeoning Milwaukee's maritime commercial activity were soon thwarted by the success of Kilbourntown and Juneautown and the settlement along the Kinnickinnic, as yet unnamed, remained essentially agrarian until after the Civil War.

Eber Brock Ward, a millionaire Detroit industrialist, changed forever the destiny of the small settlement. In 1867 Ward purchased 114 acres at the northeast corner of the community along the lakeshore. He set aside 27 acres for the site of a large iron mill and platted 76.5 acres into residential lots under the name "Village of Bay View." Various histories credit either Mrs. Zebiah Estes or Mrs. William Durfee with selecting the name "Bay View." Mrs. Estes was the wife of Bay View pioneer Elijah Estes, and Mrs. Durfee was the wife of the Mill's chief engineer as well as the daughter of pioneer Joseph Williams. The original plat, north of Ontario Street and east of the Chicago and North Western tracks, was soon expanded westward as hundreds of workers poured into the area.

Unlike most company towns, employees were encouraged to purchase lots and build their own houses, although there were early restrictions against noxious businesses and the sale of alcoholic beverages. The giant Rolling Mill complex soon attracted other industries to the vicinity. Glass works, machine shops and foundries eventually lined the banks of the Kinnickinnic River. When the burgeoning population of nearly 3,000 outstripped the capacity of the rural government of the Town of Lake to provide for its needs, Bay View formally incorporated as an independent village on June 5, 1879. Lacking adequate finances, the village government was able to do little other than to make street improvements. Finally, the need for further urban services led Bay View to agree to be annexed by the City of Milwaukee on March 3, 1887. Separated from the rest of Milwaukee by the Kinnickinnic River, however, Bay View retained its independent character well into this century and developed its own social clubs, churches and commercial district. This much cherished independence is still manifest in area residents, who are known for their feistiness and outspokenness on local issues.

Touring Bay View today is both a challenge and a delight. Its village-like character is manifest in the crooked and confusing street system that resulted from the merging of old Indian trails with a standard urban grid system. Close to the lakeshore can be found the rows of modest frame cottages and brick residences erected chiefly by the English, Welsh and Irish settlers who were first recruited from Great Britain to work in the iron mill. German-American merchants and small businessmen settled later near Kinnickinnic Avenue and built comfortable Queen Anne style houses. Still later, Italian immigrants formed a community near the Rolling Mill complex before World War I.

The once industrialized community is now a quiet residential neighborhood. The Rolling Mill closed in 1929, and was razed in the 1930s. Most of the neighboring factories have also disappeared. Today its proximity to Lake Michigan and the village-like atmosphere have become Bay View's chief assets. A large and active Bay View Historical Society is devoted to preserving the community's heritage, and the oldest portion of the neighborhood is now a National Register Historic District.

1 Lincoln Avenue. Lincoln Ave. was once the boundary between Milwaukee to the north and Bay View. View to the south. The multi-point intersection where Lincoln Ave., Kinnickinnic Ave., Howell Ave. and Allis St. converged became an important terminus and later a transfer point in the city's streetcar system. A thriving commercial district evolved here that included small shops, movie theaters, a post office, banks, and restaurants.

2 Meredith Houses. The name Meredith was well known in Bay View and South Side construction circles for many decades. English-born John T. Meredith (1827–1911) specialized in the construction of iron and steel furnaces and emigrated to America in 1868 to build furnaces for the Milwaukee Iron Company. His sons went on to establish a prosperous construction firm. From about 1871 until his death, Meredith lived at 607 E. Lincoln. Portions of the existing house probably date from his occupancy. John's brother William (1845–1927) worked as a mason and lived at 719 E. Lincoln from about 1871 until his death. Tax rolls show the house was greatly enlarged or entirely rebuilt in 1885. The cream brick house was one of the more substantial residences of its day and features a simple gable ornament below which is a section of checkerboard-pattern brickwork. John T. Meredith built the four brick cottages at Nos. 733 thru 741 in 1874 as income properties, and one of his sons, Alfred, lived briefly at No. 735 and then at No. 739. The cottages are typical of the simple masonry workers' cottages constructed in Bay View's early years.

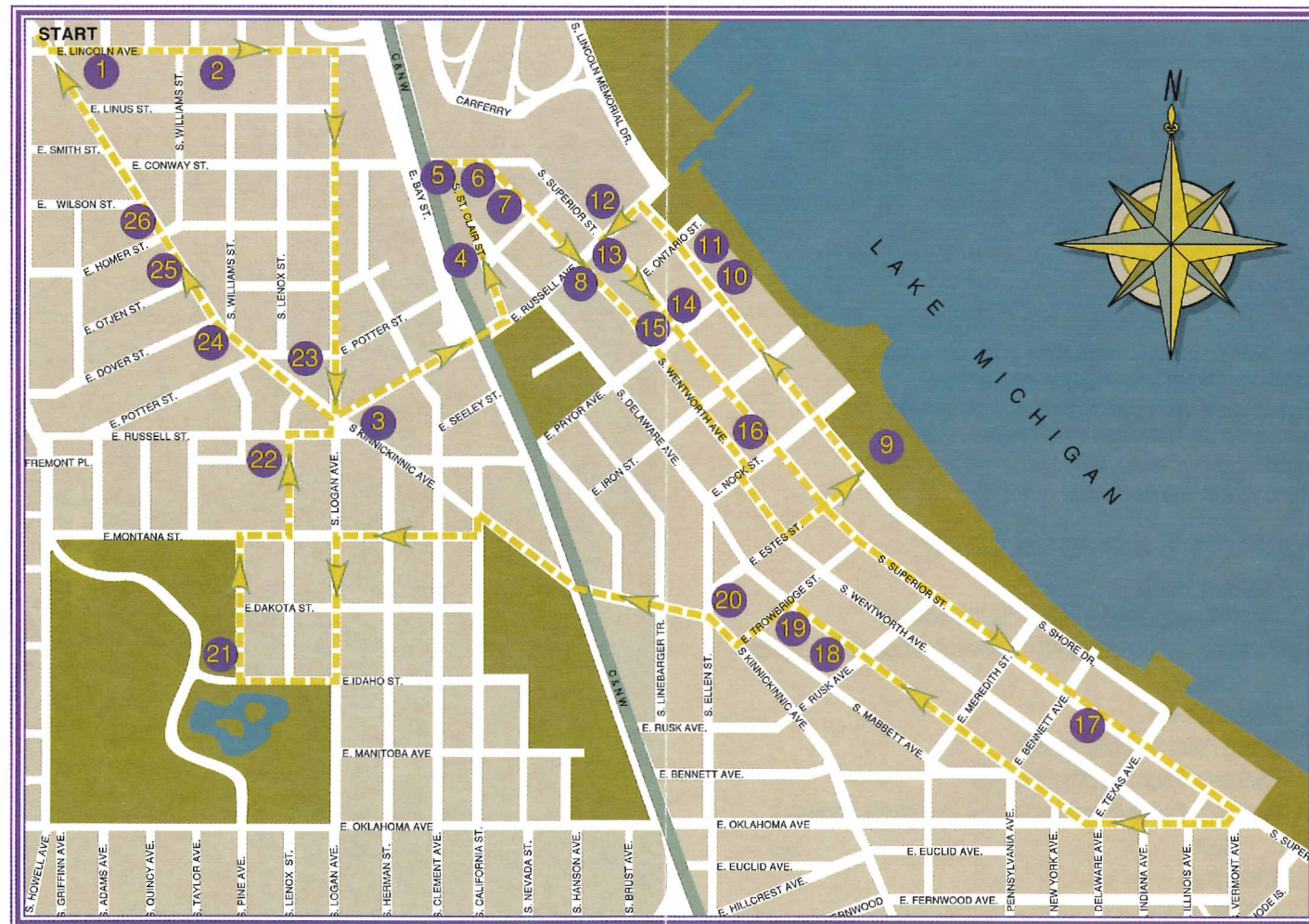
3 Immaculate Conception Roman Catholic Church, 1023 E. Russell Ave. (1907) Architect: Buemming & Dick; addition by Brust & Brust in 1959; rectory by Herman Buemming in 1908; convent by Nicholas Backes in 1930; school in 1885–86; addition by Nicholas Backes in 1950. The Irish immigrants who worked for the Milwaukee Iron Co. established Immaculate Conception as Bay View's first English-speaking Roman Catholic congregation in 1870. The present Classical Revival style building replaced the original wooden church in 1907 and was enlarged in the 1950s when a grand porticoed addition and new entrance was built at the Kinnickinnic Ave. end of the church. The old entrance on Russell Ave., located below the beautiful tower, was then converted into a statue niche. New stained glass windows from the Conrad Schmitt Studios, Inc. highlight the 1950's interior.

4 Puddlers' Hall, 2461–63 S. St. Clair St. (1872), dance hall addition (1921). NR. At the heart of the original village of Bay View stands perhaps the single most important extant structure associated with the iron and steel workers of the community. This unassuming frame building was built as a meeting hall by the puddlers and other skilled workers of the Milwaukee Iron Co. The union's offices were upstairs, and the first floor hall served as an important meeting place for labor and fraternal groups and was rented out for church socials and school plays. The original stockholders sold the building in the late 1880s, and it has since been used as a tavern and residence. Modifications to the exterior including the application of cement asbestos shingles have covered the original elegant architectural detailing.

5 Palmer House, 2425–27 S. St. Clair St. (1867–68). NR. The Palmer House, so named after one of its 1880s proprietors, was originally built by the Milwaukee Iron Co. and served as one of Bay View's earliest boarding houses for mill workers. The mansard roof structure with its prominent dormers is an example of the Second Empire style. It later housed a bakery, a restaurant, and a tavern.

6 Schlitz Tavern/Three Brothers Bar and Restaurant, 2414 S. St. Clair St. (1897) Architect: Charles Kirchhoff. NR, ML. This structure was one of hundreds of corner taverns owned by the Schlitz Brewing Co. in the late 19th and early 20th centuries. The belted globe atop the conical roof of the turret, one of the few of its kind left in the U.S., was the Schlitz logo at that time and served to identify the building as a sales outlet for the brewery. Since 1958 the current owners have operated a popular Serbian restaurant on the premises.

7 Richards/Welch/Kidney House, 2419–21 S. Wentworth Ave. (1872). NR. Wentworth Ave. was one of the original streets in Bay View. This house's first three owners were all associated with the Rolling Mill: Edward Richards (1872–1875), Thomas Welch (1875–1881), John D. Kidney and family (1881–1910). The simple but elegant Italianate structure was enlarged into a duplex by the Kidney family. It is thought that the delicate Queen Anne style porches date from this 1880s remodeling.



8 Giocondo Groppi Market, 1441 E. Russell Ave. (a.k.a. 2507–11 S. Wentworth Ave.). NR. This rare surviving example of a family-owned meat market and grocery was founded in 1913 by Italian immigrant Giocondo Groppi and catered to the Italian community that once lived in the area. The store is still known for its homemade Italian sausages and other Italian specialties. Perhaps the most famous member of the family was Fr. James Groppi, the Catholic activist priest who led protest marches for fair housing in Milwaukee in the 1960s. The building's brick front dates from 1923, but the rear still shows the profile of the original double worker's cottage built by the Milwaukee Iron Co. in the early 1870s. It originally resembled the house next door at 2507 S. Wentworth Ave.

9 South Shore Park/South Shore Park Bathhouse, 2900 S. Shore Dr. (1933) Architect: Clas & Clas. The first portion of South Shore Park was acquired by the City in 1909, and the grounds were enlarged several times before reaching their present 77 acres in the late 1920s. The park was originally covered with houses, which had to be moved to new sites. One of the park system's hand-somest buildings, the bathhouse/pavilion was designed in the Mediterranean style with a tile roof and an arched entry. An attractive hall with a beamed ceiling is located on the building's main floor.

10 George Starkey House, 2582 S. Shore Dr. (1872); additions (1897) Architect: Ferry & Clas. NR. Originally built by the Milwaukee Iron Co., this residence was later owned by the George

Starkey family from 1879 thru 1905. The English-born Starkey had worked as a carpenter/builder in Milwaukee since the mid-1860s. His move to Bay View coincided with his brother Joseph's relocation to Wisconsin to superintend blast furnaces for the Iron Co. The well-preserved Italianate house was enhanced later with fluted porch columns and the addition of a library and solarium in 1897.

11 George Edmunds House, 2550 S. Shore Dr. (1873). NR. English-born George Edmunds worked as the foreman of the puddler mills at the Milwaukee Iron Co. and built this house and the one next door at No. 2544 (now much altered) in 1873. Small, one-story cottages like No. 2550 have been locally nicknamed "puddlers' cottages." Puddlers were among the most highly skilled iron workers at the Rolling Mill. The delicate scroll sawn brackets on the porch make this one of the more elaborate puddlers' cottages in the neighborhood.

12 Bay View Rolling Mill Historical Marker, 2488 S. Superior St. This state marker is located at what had been the south end of the huge Rolling Mill complex. The mill originally produced rails for railroad tracks. It was in operation from 1868 thru 1929 under the ownership of the Milwaukee Iron Co. and its successors, the North Chicago Rolling Mills Co., the Illinois Steel Co., the Federal Steel Co., and the United States Steel Corp. The empty mill was subsequently purchased by the City of Milwaukee and the buildings were demolished in the 1930s.

13 Schlitz Tavern/Club Garibaldi, 2501–07 S. Superior St. (1907) Architect: Charles Lesser. NR. The original wood frame tavern at this site was moved to 1506–08 E. Russell Ave. when Schlitz erected this new brick structure. Since 1943 the building has served as a public tavern and clubhouse for Club Garibaldi, a mutual aid society established in 1908 by Bay View's Italian residents. The interior of the dance hall, added in 1927, features Mediterranean style decor.

14 Warren and Beulah Brinton House, 2590 S. Superior St. (1872–73). NR. Beulah Brinton was a cousin of the Rolling Mill's owner, Eber Brock Ward, and her husband, Warren, worked in various capacities for the company. Beulah is credited with starting Bay View's first informal community center when she opened her house for classes in reading, English, cooking, sewing and child care. In 1924, four years before her death, Beulah was honored by the City of Milwaukee when it named Bay View's first municipally-run community center after her. The present Beulah Brinton Community Center is located at 2555 S. Bay Street. The Brinton house is one of the few intact Victorian Gothic houses in the city and retains its original bargeboard and lacy fringe-like trim above the windows on the facade. The present Classical Revival style porch replaced the original one around the turn-of-the-century.

15 Pryor Avenue Well, 1700 block of E. Pryor Ave. (1882–1883). NR, HPC. One of Bay View's most popular features is the well at the corner of Pryor and Superior where area residents can be seen filling up their gallon jugs with the fresh spring water. An early public works project dating to Bay View's village era, the well once provided fire protection for a nearby school (razed) as well as drinking water. Originally an artesian well, the water is now mechanically pumped.

16 Welsh Congregational Church/Christian Science Society Church, 2739 S. Superior St. (1873). NR. This church is the sole structure associated with the Welsh immigrants who worked at the Rolling Mill and is the oldest surviving church structure built by Milwaukee Iron Co. employees. The congregation originated as a mission of the Milwaukee Welsh Church and was started in 1868 by six Welsh families. It was active until the turn-of-the-century. Later congregations to use the building included a mission of Ascension Lutheran Church, South Shore Lutheran Church, and the Christian Science Society since 1957. The present congregation rebuilt the front of the cottage-like building, adding the Doric-style front porch.

17 South Superior Street. South Superior St. south of Meredith St. was sparsely developed until the 'teens when many Arts and Crafts and Craftsman style houses and bungalows were built (Nos. 3016, No. 3040, No. 3051–53). More costly period revival style houses filled the remaining available lots in the 1920s (Nos. 3042, 3046, 3049, 3050, 3090).

18 Delaware Avenue. Delaware Ave. was once the creek bed of Deer Creek, a small stream that wound its way northward from the St. Francis Seminary grounds to empty into Lake Michigan near today's E. Lincoln Ave. The creek was later diverted into a storm sewer and paved over. Some of the original creek bed topography can be detected along the 2900 block with its valley-like setting. A small but bustling commercial district developed at the intersection of Delaware and Rusk. The large Classical Revival style building at 2893–95 S. Delaware Ave. was once the *Lake Theater*, a 970-seat theater built in 1925 at a cost of \$90,000 and designed by local architects Peacock & Frank. The theater closed in 1956, and now the building houses the photography studio and residence of Mark Gubin.

19 Trowbridge Street School, 1943 E. Trowbridge St. (1893–94) Architect: Walter A. Holbrook; addition 1909. HPC. Built on the site of Schildknecht's picnic grove, Trowbridge School has always been special to Bay Viewites. A fine example of Victorian architecture, the school's most famous student was actor Spencer Tracy, who attended classes here before World War I. The school's design is a hybrid of the Queen Anne and Romanesque styles, featuring an arched entry enframed with stone and two small tourelles framing the topmost gable.

20 Kneisler's White House Tavern, 2900 S. Kinnickinnic Ave. (1893). William C. Kneisler "apprenticed" at his family's saloon and went on to manage the popular Union Park Beer Garden from 1882 thru 1892 (2800 block of S. Kinnickinnic, razed) before building the present structure. It has remained under Kneisler family ownership ever since and was nicknamed the "White House" when